

Follow-up That Drives Results

ERA

U.S.

Dealership-wide Solutions

**Virtual Customer Care Center
for Contact Management**

Ask Yourself...

- ? Why do my prospects not buy from my dealership?
- ? What do customers really think of my dealership? What is not knowing costing me?
- ? How many prospects do I lose due to procedural failures?
- ? Are my customer surveys leading me astray?

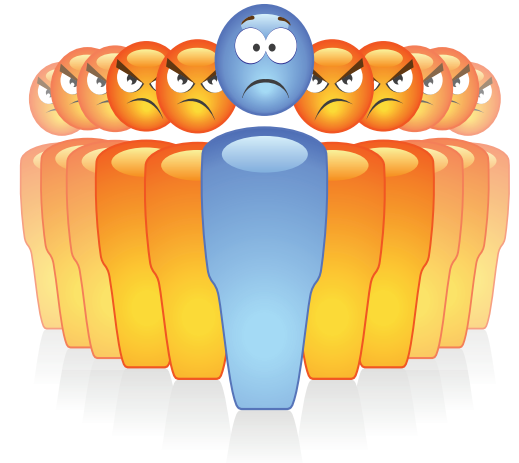
Customers contacted by Reynolds' Virtual Customer Care Center purchase a vehicle at almost a 16% greater rate than those not contacted by the Care Center.¹

Expect Results

- Save deals - know why prospects did not buy with real-time, actionable feedback.
- Bring lost prospects back to purchase by re-setting appointments.
- Drive higher CSI with timely and professional follow-up calls.
- Lower payroll expenses and avoid costly employee turnover using trained outside callers.
- Contain expenses and monitor survey results using your existing Contact Management solution.

¹ Reynolds Study
² Lee Resource Inc.

Are Your Customers Truly Happy?



91% of unhappy customers will never purchase services from you again.² Find your unhappy customers and resolve the problem before it's too late.

About Virtual Customer Care Center

Virtual Customer Care Center provides an outsourced call center that drives more business and simplifies your communication. Professional, U.S.-based callers use your Contact Management solution to conduct sold, unsold, and service follow-up calls.

View call activities and gain immediate feedback in Contact Management.

The screenshot displays a software interface with a list of call activities and a performance report table. A call log table is shown with columns: Action, Activity Name, Client, Type, Date / Time, and For. Below it is a performance report table with columns: Salesperson, Qualified Names Received, Call Attempts, Successful Contacts, Completed Survey, % Contacted, Average Product Knowledge, and Average Courtesy.

Salesperson	Qualified Names Received	Call Attempts	Successful Contacts	Completed Survey	% Contacted	Average Product Knowledge	Average Courtesy
Allen, James	10	20	3	3	100%	86.7	100.0
Anderson, John	2	2	2	0	0%	0.0	0.0
Bailey, Robert	1	1	0	0	0%	0.0	0.0
Bell, Michael	2	2	0	0	0%	0.0	0.0
Brown, William	15	23	2	0	0%	0.0	0.0
Clark, David	0	0	0	0	0%	0.0	0.0
Cooper, Richard	2	5	1	0	0%	0.0	0.0
Cox, Charles	26	54	5	2	40%	85.0	95.0
Davis, Joseph	4	3	2	2	100%	100.0	100.0
Garcia, Thomas	5	9	2	2	100%	75.0	100.0
Gray, Christopher	5	9	1	0	0%	0.0	0.0
Hall, Daniel	0	0	0	0	0%	0.0	0.0
Harris, Paul	17	31	8	3	38%	80.0	96.7
Howard, Mark	4	7	2	1	50%	100.0	100.0
Jackson, Donald	10	19	4	3	75%	83.3	96.7

Pull core sales and caller reports when you want.

“We have been able to save an average of 4-5 deals a month by what the surveys have provided. It's the specific customer-by-customer feedback that helps us save deals.”

Bill Ederer, General Manager
Kunes Country Ford Lincoln
Delavan, WI

Highlights

- Live callers use your dealership's Contact Management solution to track dealership clients, place calls, and conduct surveys.
- Survey results are displayed in Contact Management for easy management of follow-up communications.
- Re-set appointments for prospects to return and purchase a vehicle.
- Utilize Care Center reports to monitor call results.

Let the Virtual Customer Care Center help you master your service, sold, and unsold follow-up with professional calls that lead to profitable results for your dealership.

Virtual Customer Care Center can be implemented for your ERA or ERA-IGNITE system.

Virtual Customer Care Center for Contact Management

*Lee Resource Inc.

